

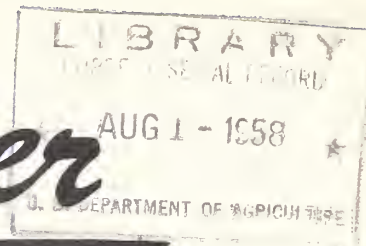
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Newsletter



GRADUATE SCHOOL ★ USDA

April 10, 1958

To the Faculty, Committee Members and
others associated with the Graduate School:

April 9	Lecture series. Public Relations in Administration: Federal Public Relations and Private Industry Relations. Speaker: H. Walton Cloke, Coordinator of Public Relations, Kaiser Industries Corporation	Jefferson Auditorium 3 P. M.
April 18	Faculty dinner. Lecture-Seminar: How We Learn. Speaker: Milton Hanson, Training Director, Abbott Laboratories	Fifth Wing Cafeteria 6 P. M.
April 25	Faculty dinner. Lecture-Seminar: How to Arouse and Direct a Profitable Classroom Discussion. Speaker: Milton Hanson	Fifth Wing Cafeteria 6 P. M.
May 2	Faculty dinner. Lecture-Seminar: Education, the Job, and the Man. Speaker: Horace M. Kallen, Research Professor in Social Philosophy, New School for Social Research	Fifth Wing Cafeteria 6 P. M.
May 16	Faculty dinner. Lecture-Seminar: General Education and Effective Teaching. Speaker: Samuel P. McCutchen, Professor of Education, New York University	Fifth Wing Cafeteria 6 P. M.

In answer to many requests for copies, we plan to duplicate "Some Sense and Nonsense about American Education," the talk given April 1, at our monthly faculty luncheon, by Russell Thackrey, Executive Secretary-Treasurer of the American Association of Land-Grant Colleges and State Universities.

Those of you who heard this thoughtful and witty speech wanted to get the "ugly" facts with which he demolished some of the "beautiful" myths about American education.

Those of you who missed the luncheon will, I'm sure, be interested in reading what Dr. Thackrey has to say about the ideas of "some minor satellites, launched as major educational authorities from very small platforms indeed" since the Soviets got Sputnik I into orbit.

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Those of us who began our agricultural careers as county agents can cite a wealth of evidence to support the saying, "Never too old to learn."

And it shocks us to be reminded that in Europe the sorting out process to determine youngsters who will have a chance at college begins at age 11. As Louis M. Hacker of Columbia University pointed out at our first faculty dinner lecture-seminar, that means the destinies of many boys and girls are permanently fixed before they get to high school.

Dr. Hacker, most of whose experience with continuing education has been in a great university in a large city, offers much the same evidence brought together by those of us who have worked with rural people and with Federal employees in in-service and after-hours courses.

Altogether this forms the groundwork for our philosophy that learning is not necessarily correlated with the chronology of age, that the older mind is educable, and that opportunities still exist for those who are ready to make a late start or wish to change directions vocationally.

Dr. Hacker stressed the experimentation that is possible in adult education. While holding to a formal education scheme, he believes that admittance tests are not necessarily relevant to the adult mind. So he favors a plan that permits the adult to enroll for the work in which he is interested without submitting to a battery of tests.

Moreover, Dr. Hacker argues that the universities of this country could follow the lead of London University in giving complete accreditation for work in which the adult can qualify through examinations with no classwork. This recognizes that older people have less time for classwork, but at the same time they have acquired a good deal of learning.

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U. S. Commissioner of Education L. G. Derthick gave us a good substitute for "undeveloped" to describe parts of the world where this country and others are giving technical assistance. A more acceptable term to the people who live there is "developing."

And Dr. Derthick suggested that our own country is a "developing" nation when it comes to the deficiency of language education. He is much concerned that three and one-half million Americans are working and living in countries in which they can't speak the language of the people who live there.

Our language deficiency, he pointed out at a recent Graduate School luncheon, is the greatest of any major country in the world. Instruction begins too late in the school career, and too few students study languages. Commissioner Derthick is backing a move to upgrade language instruction throughout the public school system.

The Commissioner is also much concerned about the shortage of college teachers. He pointed out that only nine thousand graduates are earning doctorates instead of the 300,000 who are capable of taking work at that level. Right now there are openings for college teaching for 18,000 Ph.D.'s.

With the rapid build-up in knowledge and in the individual's needs for widely varied skills, the solution may be a longer school day and a longer school term to cover the basic studies that can be sacrificed only to our peril.

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LECTURE NOTES

Looking over our notes on the lectures on Federal public relations from the view of a director (Andrew H. Berding, Assistant Secretary of State for Public Affairs) and of a consumer (Mrs. John G. Lee, President of the League of Women Voters) we were impressed with how the ideas dovetailed.

Mr. Berding's talk, which might have been entitled, "What the Government is trying to do in public relations," dealt with the growing awareness throughout Federal agencies of the importance of good public relations. He pointed out that the official in charge of public affairs has been given the status of an assistant secretary in State and other departments.

The public has the right to know what is going on in Government. Equally important, the public must be informed about policies if they are to get the backing that gives them weight.

So Mr. Berding advocates giving the public the maximum of information, releasing the news while it is still news, releasing it to all users at the same time, playing no favorites, and not giving out "leaks." He doesn't think the Government should depend solely on Federal resources for the distribution of news, either in this country or abroad. Rather, distribution should be extended through the Associated Press, other wire services, and other commercial media.

Mr. Berding spoke of the growing importance of the briefing session to give newsmen and other opinion molders background information on the complex affairs of the day.

Mrs. Lee, who has been a "consumer" for Government briefing sessions, particularly those for advisory committees, suggests they could be made even more effective if provision were made for honest and objective give-and-take between officials and citizens.

Mrs. Lee added to the list of those who need to know, the people in Government who are often not informed about related lines of work in other Government agencies. This compartmentalization of knowledge, she said, is a serious obstacle to progress.

Noting that the League has found Federal experts most cooperative in providing information and checking it, Mrs. Lee mentioned one disappointment occasionally encountered that public relations officials can help correct. That is the expert who gives speeches clearly designed to say nothing at all. The ideal is the speaker who can talk with skill on controversial issues as well as on accepted policy.

In Mrs. Lee's opinion, men and women on both sides of the fence--in Government and as responsible citizens--are putting in more hours to keep lines of communication

free than is generally realized. And we liked her tribute: "In my mind's eye, the Government employee is not a clock watcher but a dedicated man or woman doing an important job with confidence, in zestful and meticulous pursuit of duty."

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ABOUT BOOKS

Possibly because the weather has discouraged gardening more than usual this spring, I was delighted to see AMERICA'S GARDEN BOOK by James and Louise Bush-Brown. This is the revised edition of the authoritative work, first issued in 1939. The emphasis now is on the small property and informal garden for family living. And of special interest to the gardener who finds that his store of chemicals is growing larger each year, there is excellent coverage of the pesticides now being recommended for the control of insects, plant diseases, and weeds.

The many friends of the late Leonard D. White--a long-time friend of the Graduate School--and others whose interest is in public administration will be reading THE REPUBLICAN ERA: 1869-1901, the last of four volumes covering a century of administrative history. Of special interest is the section dealing with the Civil Service Act of 1883, the foundation on which the public service was to be built.

As you know, these and other books on your list may be ordered at a discount through the Graduate School Book Store. Call Vera Jensen.

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"The success of Sunrise Semester, 6:30 to 7:00 p.m., WCBS-TV, New York, wherein 171 viewers of an estimated 125,000 actually paid \$75 to enroll for NYU credit in a literature course," says Layne Beaty, "makes us think the right teacher (maybe yourself) could put across an interesting series on land management for widows and absentee owners."

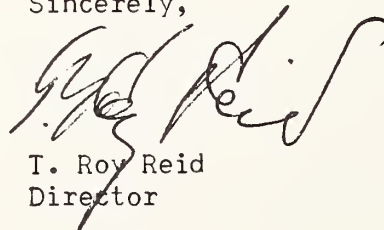
To which we would add, this might be something the Graduate School could sponsor.

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The photograph that won Martin Miller a George Washington honor medal awarded by the Freedoms Foundation of Valley Forge recently will be in his one-man show at the Silver Spring public library during the month of May. The picture of the statue of Jefferson in the Jefferson Memorial bears the caption: "Proclamer of the right to worship God in our own way."

This is the second time that Mr. Miller has won a Freedoms Foundation award. His picture last year won him both a medal and a watch.

Sincerely,



T. Roy Reid
Director